

How to Create Content That Boosts Your Visibility in the Search Engines

You probably create and post plenty of content (or you plan to), especially on your blog, on social media platforms, and even via your guest blogging opportunities. If you want to maximize this content, then you can optimize it for the search engines. For example, you might post a video on YouTube and optimize the description to help bring in Google traffic. Or you post an article on your own blog that's designed to attract high-quality traffic.

How do you do that? That's what you're about to discover. We're going to focus on creating optimized content that you post on your own website

Step 1: Choose Your Keywords

The first thing to do is determine what keywords your audience is already typing into various search engines. You can do this by using a keyword tool, such as WordRecon.com, WordTracker.com, or your favorite tool.

What you're looking for are highly targeted longtail keywords. While these keywords may not have a lot of volume (searches), they also don't have as much competition (which means it's easier for you to rank well). When you rank well for several of these words, then collectively you can get an impressive amount of traffic.

The other benefit of choosing these types of targeted keywords is that you'll end up with higher conversions.

For example, let's imagine you could rank for a word like "dog training." It's not targeted, because you don't know if the person is looking for obedience training info, problem training, hunting training, trick training, information, supplies or something else.

SIDE BAR: Take note that this is an exaggerated example for illustration purposes. The big players in the market have cornered the rankings for these top words – and they've done so for years – so

someone who's new to search engine optimization wouldn't be able to effectively compete on this word or others like it.

Instead, you'd do better to rank for a longtail keyword such as "tips for housetraining a poodle." It's targeted and you know exactly what the audience wants, so you can deliver it in your content.

Which brings us to the next step...

Step 2: Create Your Content

Now what you need to do is create content that includes your keywords. Generally, you'll include these keywords one or two times for every 100 words of content. You can include your keyword in the title, in the body of your article, as well as in any captions you attach to graphics.

But take note: this needs to be done completely naturally. If you wouldn't write out the keyword naturally when creating a specific piece of content, then don't try to force it in. And whatever you do, don't overuse the keyword, as that sort of stuffing (or spamming) could get you penalized in the search engines.

Instead, write for your human readers FIRST. Focus on creating high-quality content that solves problems. If you've created something that humans want to read and share, then the search engines will view your content more favorably.

The second reason it's so important to create high-quality content is because good content gets shared. This too is important to your search engine rankings, as many search engines view a backlink from a high-quality site as a "vote" that says yes, this content is good.

Don't try to game the system by securing backlinks in artificial ways, such as by buying links or even swapping links with other marketers. Google can detect these sneaky tricks, and will penalize you accordingly.

Instead, your job is to focus on creating high-quality content that other people will naturally want to share. You can help this process along by

developing relationships with people in your niche and helpfully sending them links to your content when you publish it (so that they can then share the link with their audience if they so choose).

Step 3: Check the Page

When you're posting on your own site – such as on your blog -- then the final step is to check the page as a whole.

For starters, you can insert your keywords throughout your entire page, IF you can do so naturally. Some of the places to include your keywords include:

- In the page title.
- In the page link (e.g., yourdomain.com/your-keywords.html).
- In the meta description.
- In the alt-image tags that you attach to graphics.
- Within internal links (including navigation links).

The second thing you want to do make sure your site as a whole provides a good experience for visitors. That's because search engines such as Google tend to favorably rank sites that load fast, are mobile friendly, and overall provide a good experience, as they too want to provide a good experience for their users.

Now a few parting thoughts...

Conclusion

Since you're already creating content for your blog and other platforms, it only takes a little extra time to optimize this content for the search engines. The benefit of doing so is that once you start ranking for your chosen keywords, you can get traffic coming into your site for months or even years to come.

This is particularly true if you keep creating high-quality, useful content on a set of related topics that fall under a bigger topic umbrella. For example, your main topic might be "dog training," in which case you'd create content

on the topics of obedience training, housetraining, problem training and more. The key here is to focus more on topics rather than specific keywords. To learn more about this strategy, you can read up on SEO topic clusters.



PLR CONTENT SOURCE

Your Source For High Quality, Private Label Rights
Content That You Can Actually Afford and Profit From

www.PLRContentSource.com